

KHEN Underwriting Rates, 2023

Level	Spots
Level 1 \$60 per month	<ul style="list-style-type: none"> ● 3 local spots/week ● 12 local spots/month
Level 1 + Syndicated \$85 per month	<ul style="list-style-type: none"> ● 3 local spots/week ● 12 local spots/month ● 1 syndicated spot/week ● 4 syndicated spots/month <p>Total spots per week: 4 Total spots per month: 16</p>
Level 2 \$80 per month	<ul style="list-style-type: none"> ● 4 local spots/week ● 16 local spots/month
Level 2 + Syndicated \$105 per month	<ul style="list-style-type: none"> ● 4 local spots/week ● 16 local spots/month ● 1 syndicated spot/week ● 4 syndicated spots/month <p>Total spots per week: 5 Total spots per month: 20</p>
Level 3 \$90 per month	<ul style="list-style-type: none"> ● 5 local spots/week ● 20 local spots/month
Level 3 + Syndicated \$110 per month	<ul style="list-style-type: none"> ● 5 local spots/week ● 20 local spots/month ● 1 syndicated spot/week ● 4 syndicated spots/month <p>Total spots per week: 6 Total spots per month: 24</p>
Spot a day keeps the doctor away! \$125	<ul style="list-style-type: none"> ● 5 local spots/week ● 20 local spots/month ● 2 syndicated spot/week ● 8 syndicated spots/month <p>Total spots per week: 7 Total spots per month: 28-31</p>

KHEN also offers short term event sponsorship. Reach out for pricing and details!



Join the Coop!

Partnering with KHEN is a **win/win/win** for you, the station and our community

★ **Underwriting is a WIN for your business or organization**

As a KHEN underwriter, your organization will stand out to Chaffee County locals and visitors. **In research conducted by NPR, 74% of listeners said their opinion of a business is more positive when they find out it supports public radio.** This is known as the “halo effect”--a positive view of you because of your association or support. Listeners also report frequenting businesses as a direct result of on-air underwriting.

★ **Underwriting is a WIN for KHEN and community radio**

For 20 years, KHEN has survived on the strength of our volunteers, members and underwriters. While their passion and dedication is admirable, they can't do it all. Independent, community radio stations like KHEN need community support to thrive, and underwriters like YOU keep us on the air.

★ **Underwriting is a WIN for the community**

KHEN is proud of our day to day programming with talented local DJ's and engaging syndicated programming. We're also thankful to be a part of the community by:

- **Supporting local non-profits.** We offer air time to over 20 non-profit organizations and raised over 33,000+ for Chaffee County Community Foundation and local non-profits on Colorado Gives Day. We also keep the community updated via interviews and event promotion during regular programming.
- **Reading Public Service Announcements.** We support numerous community events and organizations—including Chaffee County Public Health-through PSA's.
- **Sharing the Live Music Calendar.** This volunteer powered calendar has become a staple in our community. Locals and visitors count on this resource to stay informed of weekly happenings. We're proud to support local fun seekers and businesses!
- **Creating Innovative Programming.** Local programming like *We Are Chaffee*—*Looking Upstream* and *Something's Happening Here* share local stories you won't find anywhere else.

Ready to begin? Questions? Contact Lisa ♦ lisa@khen.org ♦ 719.207.0279